



# STRATEGY & MARKETS

To **build awareness** of and preference for Alberta as a **vacation destination** and to **increase expenditures** by encouraging visitation and longer lengths-of-stay.

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**Alberta’s tourism markets comprise residents of Alberta and visitors from outside the province. The important Alberta market represents approximately half of Alberta’s total tourism expenditures. The goal for the in-province market is to encourage more Albertans to vacation and vacation longer in their province. The overall goal for Regional, Long-haul Canada, U.S., Mexico, Europe and Asia/Pacific markets is to increase expenditures, visitation and length-of-stay by building awareness and consumer preference.**

For the first time in Travel Alberta’s eight-year history, the key priority of focusing marketing efforts solely on best-producing markets is changing. This marketing focus will expand to include secondary and emerging market penetration. Key to the execution of this expanding horizons strategy is the new sustainable funding provided by the Tourism Levy. Sufficient marketing funding will result in real and sustained impact with more in-market presence for Alberta in both our traditional and, now, secondary and emerging markets.

Strategies targeting the near-in regional markets will continue to support Alberta’s tourism industry by encouraging consumers to travel to and within Alberta on a year-round basis and to all areas of the province. Regional marketing programs will continue to target research-based buying segments and drive inquiries to Travel Alberta’s websites and industry partners. Marketing aimed at B.C. and Saskatchewan residents will increase as a result of additional marketing resources.

In all long-haul domestic and international markets, marketing strategies will focus on increasing awareness of Alberta as a “must visit” destination in the mind of the consumer. The goal is to capitalize on pent-up demand, confirmed by research, as travellers begin to explore their world once again following a period of global uncertainty. Price, value and safety are key motivators in an aggressively competitive environment. Improved air access into the province will continue to be a cornerstone in our strategy to penetrate key international markets. Improving air access into Alberta from long-haul markets brings into focus the important roles of both Calgary and Edmonton as gateway cities for the province and as distinct destinations within the province.



The newly redeveloped TravelAlberta.com website offers industry high visibility on the Internet and continues to exceed all Travel Alberta's return on investment expectations. The new site has faster, more intuitive search features and Google mapping technology for itinerary building and mapping. Content will be developed in other languages to take advantage of the growth in Internet usage in Europe, Asia and Mexico as well as to communicate with francophones in Quebec. Consumer, travel trade relations and pioneering e-marketing initiatives will continue to be implemented and carefully measured. Travel Alberta will also continue to build on the media and public relations success achieved to date that has generated millions of dollars worth of free publicity around the world for Alberta.

A new emphasis will be placed on important secondary markets including Manitoba, Quebec, Mexico, South Korea and India, among others. Research will also begin into exploring new potential markets such as eastern Europe. New tactical investments will be applied toward strengthening the Meetings, Conventions and Incentive Travel market in both Canada and the United States. In a new initiative, strategic marketing efforts will also be tied to key events taking place in the province to attract visitors.

Increased co-operative marketing funding will be made available to the province's tourism industry, principally through the Tourism Destination Regions. This partnership between Travel Alberta and industry maximizes marketing efficiencies and achieves greater returns on marketing activities. The active involvement of the Tourism Destination Regions with industry consortia are now generating results that will continue to grow. The Canadian Badlands initiative facilitated by Alberta Tourism, Parks, Recreation and Culture's Tourism Development team is a good example of this work. Thirty-four communities have created Canadian Badlands Ltd. to promote the area – an important rural tourism initiative.